

CACC Introduction to Digital Media Curriculum

Course: Introduction to Digital Media

Grade Level: 10-12

Career Path: Arts and Communications

Prerequisite: None (Software 1 highly recommended)

Description: Introduction to Digital Media is designed to introduce students to text, image, audio, video, and web manipulation techniques and refine communication skills and other qualities necessary for working in a technology-oriented business world. This course will emphasize the design elements, principles and processes involved with digital media productions and will focus on image editing. Students will create and edit various print, audio, and video publications as well as design interactive presentations and web sites.

The software applications that will be used include Adobe PhotoShop, Adobe Premiere, Adobe PageMaker, Macromedia Flash, Roxio CD Creator, and MS Office 2000. Scanners, projection devices, digital cameras, graphics tablets, Zip drives, and CD-RW drives will all be used for this Digital Media course.

Rationale: This area of instruction provides content for knowledge and skills required in the technology-based workplace. The demand will continue to expand for students prepared with knowledge of and skills in high-level multimedia technology. This training is vital for students planning to enter this field or continue with a higher level of training.

Essential Skills

<i>Measurable Learner Essential Skills The student will:</i>	<i>Knowledge Standards</i>	<i>Performance Standards</i>	<i>CPS Power Standards</i>	<i>Industry Standards</i>	<i>National Bus Ed Standards</i>	<i>Sample Student Activities</i>	<i>Assessment Tool & Mastery Level</i>
1. Create and manipulate raster images	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.5, 1.6, 2.3, 2.5, 3.1-3.6,	1, 2, 5	Adobe and Cisco Certification	Com: I.B.4, Comp: II.A.1, IT: V.A.4	Magazine Cover	Project scoring guide 80%
2. Create and manipulate vector images	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.5, 1.6, 2.3, 2.5, 3.1-3.6,	1, 2, 5	Adobe and Cisco Certification	Com: I.B.4, Comp: II.A.1, IT: V.A.4	Personal Logo	Project scoring guide 80%
3. Create and manipulate audio	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.5, 1.6, 2.3, 2.5, 3.1-3.6,	1, 2, 5		Com: I.B.4, Comp: II.A.1, IT: V.A.4	Audio basics activity	Project scoring guide 80%
4. Create and manipulate video	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.5, 1.6, 2.3, 2.5, 3.1-3.6,	1, 2, 5	Adobe and Cisco Certification	Com: I.B.4, Comp: II.A.1, IT: V.A.4	Scrapbook Video project	Project scoring guide 80%
5. Create and manipulate animation	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.5, 1.6, 2.3, 2.5, 3.1-3.6,	1, 2, 5	Cisco Certification	Com: I.B.4, Comp: II.A.1, IT: V.A.4	Animated Logo	Project scoring guide 80%
6. Identify and demonstrate basic use of design elements and principles	CA1, CA3, CA6, FA1, FA2, FA3, FA4	1.4, 1.5, 1.6, 2.3, 2.5, 3.1-3.6,	1, 2, 5		IT: X.A.4	Design Packet (Applied in All Projects)	Project scoring guide 80%
7. Create timed and interactive presentations	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.5, 1.6, 2.3, 2.4, 2.5, 3.1-3.6,	1, 2, 4, 5, 6, 7	Cisco Certification	Com: I.B.4, Comp: II.A.1, IT: V.A.4	Interactive “Quiz” and Basic Web site	Project scoring guides 80%
8. Create and edit a basic web page using HTML.	CA1, CA3FA1, FA2	1.4, 1.5, 1.6, 1.8, 3.2, 3.5, 3.8, 4.1	1, 2, 3, 4, 5, 6, 7		Com: I.B.4, Comp: II.A.1, IT: V.A.4	Recreate web page project	Project scoring guide 80%
9. Identify and use digital media hardware and operating systems.	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.7, 1.8, 2.4, 3.8	3, 4		IT: II.A.4, VI.A.4,	File Management Basics—Exploring Stock Media	Written assessment 80%
10. Create print publications	CA1, CA3, CA6, FA1, FA2, FA3	1.4, 1.5, 1.6, 2.3, 2.3, 2.5, 3.1-3.6,	1, 2, 4, 5, 6, 7	Adobe Certification	Com: I.B.4, Comp: II.A.1, IT: V.A.4	Newspaper Ads	Project scoring guide 80%
11. Demonstrate career management skills.	CA1, CA3, CA6, FA1, FA2, FA3, SC8, SS6	1.1, 1.4, 2.6, 4.8, 2.7			CD: II.A.3, V.B.4	DM Career Cards	Project scoring guide 80%
12. Demonstrate self-management, professionalism, and interpersonal skills.	CA1, CA3, CA6, FA1, FA2, FA3, SC8, SS6	4.3, 4.4, 4.5, 4.6, 4.7, 2.3			CD: III.A.1, III.B.4; Com: I.A.4, II.A.4	Workplace Expectations Self Evaluation	Workplace Expectations scoring guide 80%

Digital Media Competency Profile

Name
Year

Rating Scale:

- 3 Mastered** - can work independently with no supervision.
2 Requires Supervision - can perform job completely with limited supervision.
1 Not mastered - requires instruction and close supervision.
N No exposure - no experience or knowledge in this area.

Objectives:

1. Create and manipulate raster images

3	2	1	N	Competencies
				A. Identify and use terms and files extensions related to images.
				B. Create original raster.
				C. Use selection tools
				D. Use layering techniques
				E. Adjust and transform images (cropping, free transform, image size, color, brightness, hue, etc.).
				F. Manipulate type
				G. Export and convert graphic files using a variety of file types and sizes (optimize for delivery method)

2. Create and manipulate vector images

3	2	1	N	Competencies
				A. Identify and use terms and files extensions related to images.
				B. Create original vector graphics.
				C. Use selection techniques
				D. Use layering techniques
				E. Use drawing tools and techniques
				F. Adjust and transform images (cropping, free transform, image size, color, brightness, hue, etc.).
				G. Export and convert graphic files using a variety of file types and sizes (optimize for delivery method)

3. Create and manipulate audio

3	2	1	N	Competencies
				A. Identify and use terms and files extensions related to audio.
				B. Export and convert audio files using a variety of file types (optimize for delivery method)
				C. Use layering techniques
				D. Change level of audio
				E. Create original audio using audio generation plug in (smartsound)
				F. Author an audio CD

4. Create and manipulate video

3	2	1	N	Competencies
				A. Identify and use terms and files extensions related to video.
				B. Import audio and graphics to the project and add them to timeline
				C. Create and add text/titles to video
				D. Use transitions during video editing
				E. Change motion settings of clips
				F. Apply selection techniques
				G. Use layering techniques
				H. Export video files

5. Create and manipulate animation

3	2	1	N	Competencies
				A. Identify and use terms and files extensions related to animation.
				B. Apply frame by frame editing to create animation
				C. Apply motion and shape tweens (including motion guides, and shape hints)
				D. Create reusable symbols (graphic and movie)
				E. Use layering and embed symbols to create advanced animation
				F. Export and convert animation files using a variety of file types and sizes. (optimize for delivery method)

6. Identify and demonstrate basic use of design elements and principles

3	2	1	N	Competencies
				A. Identify and define basic elements of design (lines, shapes, size, texture, space)
				B. Identify and define basic principles of design (emphasis, balance, rhythm, unity/consistency)
				C. Explain how color effects design
				D. Explain how type effects design
				E. Explain and apply systems design process (goals, audience, delivery method, flowchart, storyboard)
				F. Evaluate media based on given criteria

7. Create timed and interactive presentations

3	2	1	N	Competencies
				A. Identify and use terms and files extensions related to interactive media
				B. Apply transitions and animations to slides and objects
				C. Apply automated timings
				D. Use interactive buttons to control objects and slides
				E. Create to be viewed as a kiosk

8. Create and edit a web page using HTML.

3	2	1	N	Competencies
				A. Define HTML
				B. Use the and <embed> tags and appropriate attributes
				C. Use the <a href> tag and appropriate attributes (including anchor links)
				D. Use the <body>, <h>, and <p> tags and appropriate attributes
				E. Use the , , and tags and appropriate attributes
				F. Use the <hr> tag and appropriate attributes
				G. Use <html>, <head>, and <title>tags and appropriate attributes.

9. Identify and use digital media hardware and operating systems

3	2	1	N	Competencies
				A. Define terms related to digital media hardware and operating systems
				B. Manage files (i.e., naming, storing, directories, back-up)
				C. Identify storage media type and size (Floppy disk, Audio CD, CD-R, CD-RW, DVD-R)
				D. Download media files from internet (images, audio, fonts)
				E. Capture media from CD's (audio CD, stock media CD's)
				F. Use basic digital media input devices to input media (graphics tablet, scanner, digital camera, microphone)

10. Create and edit print publications

3	2	1	N	Competencies
				A. Identify and use terms and elements related to page layout
				B. Place and manipulate text
				C. Place and manipulate graphics
				D. Create and manipulate and shapes
				E. Create simple publications
				F. Convert files to PDF format

11. Demonstrate career management skills.

3	2	1	N	Competencies
				A. Investigate careers and education related to digital media.
				B. Prepare employment related documents (resume, job app, letters, interview questions)
				C. Prepare a digital media portfolio

12. Demonstrate self-management, professionalism, and interpersonal skills

3	2	1	N	Competencies
				A. Attend class punctually and prepared
				B. Dress properly
				C. Follow directions and work persistently to meet assignment requirements and deadlines
				D. Display honesty and integrity
				E. Demonstrate positive behavior in regards to dress, showing respect, using proper language, and in giving and receiving criticism
				F. Assist co-workers and participate as a member team
				G. Identify and follow copyright laws